

**Planning Commission Public Hearing: January 26, 2017**

Executive Secretary: George M. Homewood, FAICP, CFM *GH*

Planner: Susan Pollock Hart, CFM *SP*

Staff Report	Item No. 10	
Address	6000 Northampton Boulevard	
Applicant	Ikea	
Request	Special Exception	Permit alternative signage
Property Owner	City of Norfolk	
Site Characteristics	Site Area	25 acres
	Future Land Use Map	Commercial
	Zoning	C-3 (Retail Center District)
	Neighborhood	N/A
	Character District	Suburban
Surrounding Area	North	OSP: Lake Wright
	East	OSP: Lake Wright, IN-1: The Norfolk Academy; I-64/Northampton Boulevard interchange
	South	I-3(General Industrial): Moore's Bridges Water Treatment Facility
	West	O-1 (Office): Anthem Inc., Hampton Inn & Suites



**A. Summary of Request**

- The site is located on the north side of Northampton Boulevard just west of Interstate 64.
- The alternative signage package includes wall signage, directional signage, customer information signage and a sign directed towards Interstate 64.

**B. Plan Consistency**

The proposed special exception is consistent with *plaNorfolk2030*, which designates this site as Commercial.

**C. Zoning Analysis**

i. General

- The *Zoning Ordinance of the City of Norfolk, 1992*, as amended, allows alternative signage by special exception on large sites where there are common design elements.
- This site is approximately 25 acres and will be developed with one user.
  - The site meets the criteria alternative signage.

ii. Parking

N/A

iii. Flood Zone

The majority of the property is located in the X (Low to Moderate) Flood Zone, which is a low-risk flood zone.

**D. Transportation Impacts**

N/A

**E. Historic Resource Impacts**

The site is not located within a federal, state, or local historic district.

**F. Public School Impacts**

N/A

**G. Environment Impacts**

N/A

**H. AICUZ Impacts**

N/A

**I. Surrounding Area/Site Impacts**

- The sign proposed adjacent to Interstate 64 is proposed to be 108 feet tall.
- The applicant has received approval from both VDOT and the Federal Aviation Administration (FAA).

**J. Payment of Taxes**

The owners of the property are current on all real estate taxes.

**K. Civic League**

N/A

**L. Communication Outreach/Notification**

- Legal notice was posted on the property on December 20, 2016.
- Letters were mailed to all property owners within 300 feet of the property on January 12.
- Legal notification was placed in *The Virginian-Pilot* on January 12 and January 19.

**M. Recommendation**

Staff recommends that the special exception be **approved** subject to the development criteria set forth in the attached table.

**Attachments**

Special exception criteria

Location map

Zoning map

Application

Notification list of all property owners within 300 feet of the site

Text



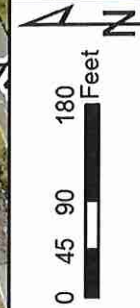
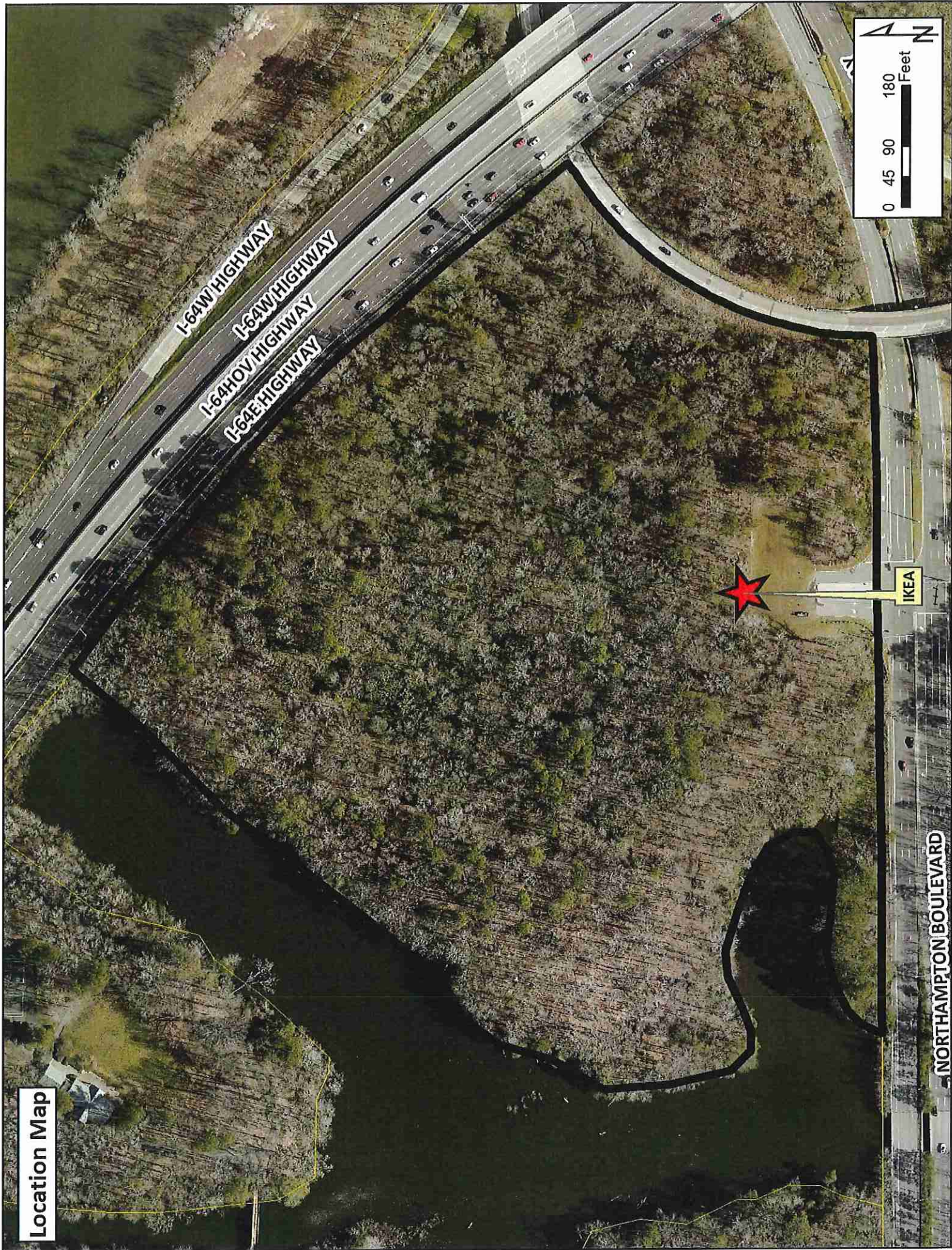
## **25-7 - General standards and considerations for special exception uses.**

No application for a special exception shall be approved unless the city council, after review of the recommendation of the planning commission, shall determine that the proposed special exception use is appropriate in the location proposed based upon its consideration of the general standards set forth below and, where applicable, the special standards for specific uses. No application for a special exception shall be recommended or granted pursuant to this chapter unless the application is determined to be in compliance with the following:

- 25-7.1 *Compliance with ordinance and district purposes.* The proposed use and development will be in harmony with the objectives and policies of the adopted general plan of Norfolk and with the general and specific purposes for which this ordinance was enacted and for which the regulations of the district in question were established.
- 25-7.2 *No substantial impairment of property value.* The proposed use and development will not substantially diminish or impair the value of the property within the neighborhood in which it is located.
- 25-7.3 *No undue adverse impact.* The proposed use and development will not have an adverse effect upon the character of the area or the public health, safety and general welfare. Conditions may be applied to the proposed use and development, as specified in section 25-8 below, to mitigate potential adverse impacts.
- 25-7.4 *No interference with surrounding development.* The proposed use and development will be constructed, arranged and operated so as not to interfere with the use and development of neighboring property in accordance with the applicable district regulations.
- 25-7.5 *Adequate public facilities.* The proposed use and development will be served adequately by essential public facilities and services such as streets, public utilities, drainage structures, police and fire protection, refuse disposal, parks, libraries, and schools.
- 25-7.6 *No traffic congestion.* The proposed use and development will not cause undue traffic congestion nor draw significant amounts of traffic through residential streets.
- 25-7.7 *No destruction of significant features.* The proposed use and development will not result in the destruction, loss or damage of natural, scenic or historic features of significant importance.
- 25-7.8 *No pollution of environment.* The proposed use and development will not cause substantial air, water, soil or noise pollution or other types of pollution which cannot be mitigated.
- 25-7.9 *No negative cumulative effect.* The proposed use and development will not cause a negative cumulative effect, when its effect is considered in conjunction with the cumulative effect of various special exception uses of all types on the immediate neighborhood and the effect of the proposed type of special exception use on the city as a whole.
- 25-7.10 *Compliance with standards.* The proposed use and development complies with all additional standards imposed on it by the particular provisions of the ordinance authorizing such use.
- 25-7.11 *Payment of real estate taxes.* No application for a special exception shall be recommended or granted until any and all delinquent real estate taxes owed to the City of Norfolk on the subject property have been paid.



Location Map

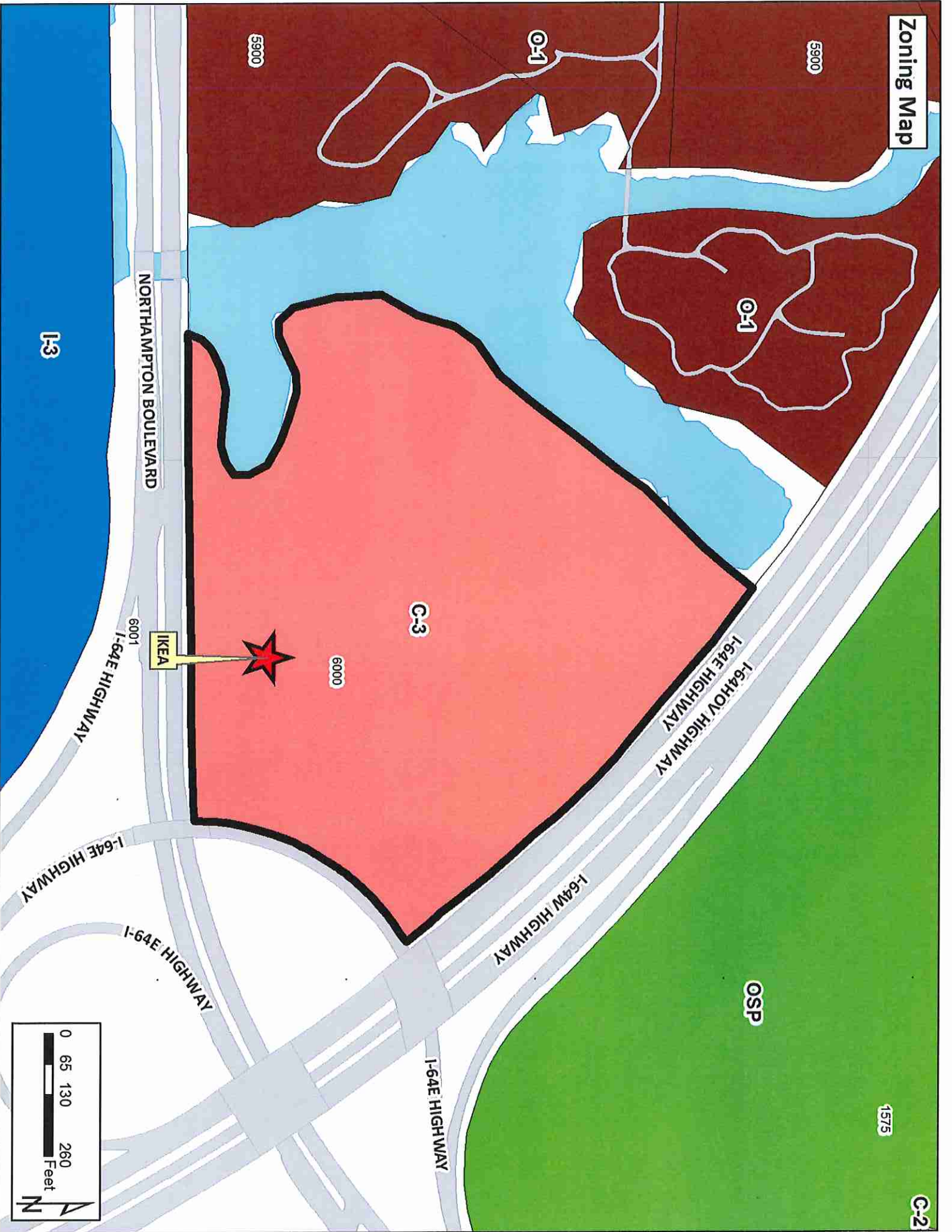


IKEA

NORTHAMPTON BOULEVARD



Zoning Map





## APPLICATION SPECIAL EXCEPTION

Special Exception for:

Date of application:

### DESCRIPTION OF PROPERTY

Property location: (Street Number)  (Street Name)

Existing Use of Property

Current Building Square Footage

#### Proposed Use

Proposed Square Footage

#### Proposed Hours of Operation:

Weekday From  To

Friday From  To

Saturday From  To

Sunday From  To

Trade Name of Business (If applicable)

#### DEPARTMENT OF CITY PLANNING

810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised January, 2015)

**Application  
Special Exception  
Page 2**

**APPLICANT**

(If applicant is a LLC or a Corp./Inc., include name of official representative and/or all partners)

1. Name of applicant: (Last)  (First)  (MI)

Mailing address of applicant (Street/P.O. Box):

(City)  (State)  (Zip Code)

Daytime telephone number of applicant ()  Fax ()

E-mail address of applicant:

**AUTHORIZED AGENT (if applicable)**

(If agent is a LLC or a Corp./Inc., include name of official representative and/or all partners)

2. Name of applicant: (Last)  (First)  (MI)

Mailing address of applicant (Street/P.O. Box):

(City)  (State)  (Zip Code)

Daytime telephone number of applicant ()  Fax ()

E-mail address of applicant:

**PROPERTY OWNER**

(If property owner is a LLC or a Corp./Inc., include name of official representative and/or all partners)

3. Name of property owner: (Last)  (First)  (MI)

Mailing address of property owner (Street/P.O. box):

(City)  (State)  (Zip Code)

Daytime telephone number of owner ()  email:



**Application  
Special Exception  
Page 2**

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Mailing address of property owner (Street/P.O. box):

(City)  (State)  (Zip Code)

Daytime telephone number of owner ()  email:

**CIVIC LEAGUE INFORMATION**

Civic League contact: Lake Taylor Civic League - Anthony Speight

Date(s) contacted: December 27, 2016

Ward/Super Ward information: 7 / Angelia Williams Graves

**CERTIFICATION:**

I hereby submit this complete application and certify the information contained herein is true and accurate to the best of my knowledge:

Print name: \_\_\_\_\_ Sign: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
(Property Owner or Authorized Agent of Signature) (Date)

Print name: NICK COOPER Sign: [Signature] 12/27/2016  
(Applicant) (Date)  
Charles Coker [Signature] 12/27/16

**ONLY NEEDED IF APPLICABLE:**

Print name: J. Randall Royal Sign: [Signature] 12/29/16  
(Authorized Agent Signature) (Date)





# Checklist – Special Exception Application

Item	Yes	No	Not Applicable	Comments
Required application fee, <b>\$355.00</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
One 8½ x 14 inch or 11 x 17 inch copy of a physical survey	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
One 8½ x 14 inch or 11 x 17 inch copy of a conceptual site plan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Signature of property owner	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is property in an AICUZ?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Is property within ½ mile of other locality?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

Notes:

Applicant Signature: W. L. Boyer Date: 12/27/2016  
 Staff Signature: Charles B. Cohen Date: 12/27/16



December 29, 2016

Ms. Susan Pollock  
Principal Planner, Land Use Services  
Norfolk Department of Planning & Community Development  
810 Union Street, Room 508  
Norfolk, VA 23510

**RE: SPECIAL EXCEPTION APPLICATION FOR SIGNAGE OVERLAY FOR  
IKEA - 6000 Northampton Boulevard  
GPIN # 1458563545 / KHA Project # 116301001**

Dear Ms. Pollock,

Enclosed in this package for your review and processing is an application for a Special Exception Permit for a signage overlay for the above-referenced location. The request for the special exception is in support of the proposed development of a 335,124 square foot IKEA furniture store. Included with the application are the following:

- Review fee in the amount of \$355
- One 11"x17" topographic survey
- One 8.5"x11" set of photos of existing IKEA informational and directional signs
- One 24"x18" IKEA Signage Plan

The aforementioned site consists of approximately 18.87 acres, is zoned C-3 (Retail Center District) and currently consists of vacant land. For this application, I am the Authorized Agent, the Applicants are Nicholas Cooper and Chuck Coker of IKEA and the Property Owner is the City of Norfolk. It is our understanding that Deputy City Manager Wynter Benda will sign the application on behalf of the City. However, Mr. Benda is currently out and will be signing this application when he is back in the office next week.

The required pre-submittal meeting was held on December 14<sup>th</sup> between you, me and Dan Waguespack, who is IKEA's consultant. We have contacted Tony Speight, president of the Lake Taylor Civic League, to notify him of the proposed development and associated Special Exception Application.

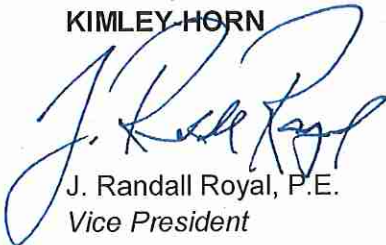
It is our understanding that the Planning Department will be working to expedite this application to accelerate the closing on the city parcel. Thus, we believe our tentative schedule is for a mid-month Planning Commission meeting on January 12<sup>th</sup>, a Planning Commission hearing on January 26<sup>th</sup> and a City Council hearing on February 14<sup>th</sup>.



PDF copies of all submittal items are being emailed to you as well for your use in the presentation you will make to the Planning Commission at the mid-month meeting. Thanks for your help and please contact me at (757) 548-7335 or [Randy.Royal@kimley-horn.com](mailto:Randy.Royal@kimley-horn.com) should you have any questions or concerns.

Sincerely,

**KIMLEY-HORN**



J. Randall Royal, P.E.  
*Vice President*

cc: Dan Waguespack / Real Development Solutions (with enclosures)  
Annette Banks / IKEA (with enclosures)  
Michelle Foy / Norfolk City Attorney's Office

K:\VAB\_Civil\116301001 - Project Neptune - Ikea\Correspondence\Submittals\Norfolk\SEP Application\2016-12-29 S Pollock - Special Exception Cover Letter.docx

3 Executive Drive, Suite 150  
Somerset, New Jersey 08873  
T: 732.537.0811 F: 732.537.0831

**PROJECT TEAM**

**SIGN MANUFACTURER:**  
ID ASSOCIATES, INC.  
1771 Industrial Road,  
Dothan, AL 36303  
T: (334) 836-1726

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DATE	DESCRIPTION
12/19/16	INITIAL RELEASE

**PROJECT MANAGER**

BOHANNON

**QUALITY CONTROL**

DECCA

**DRAWN BY**

ADON

**PROJECT NAME**



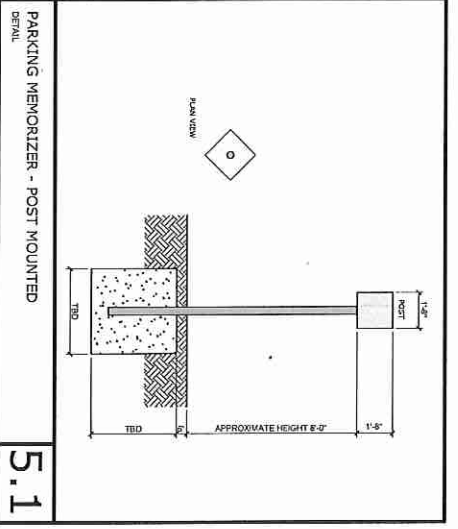
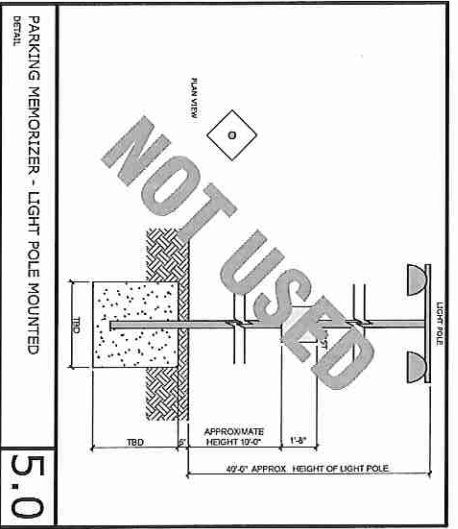
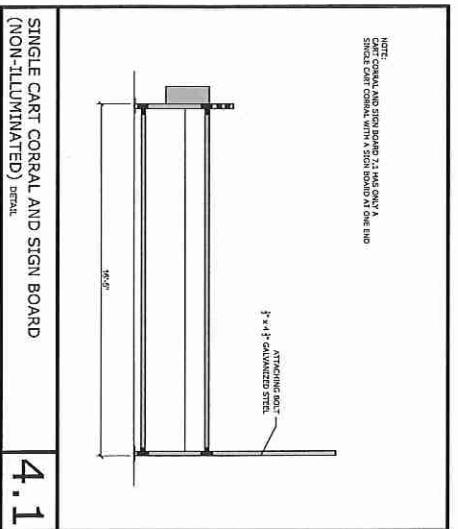
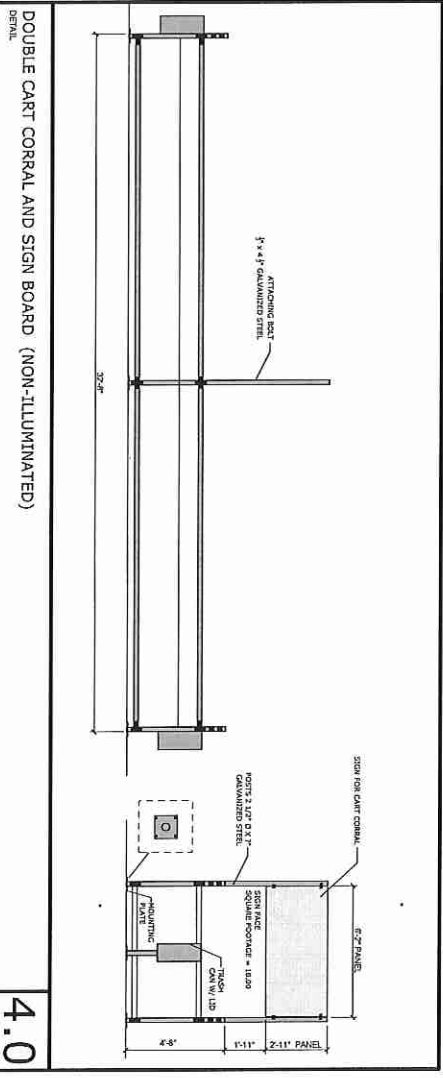
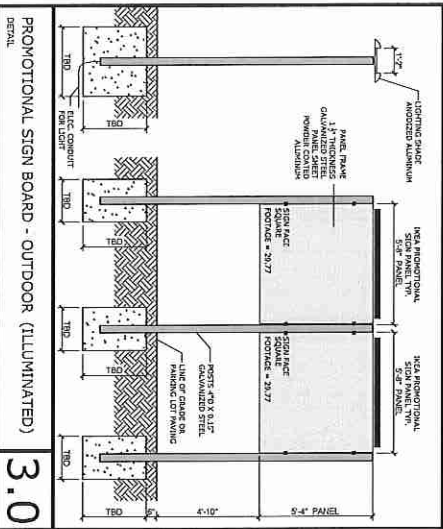
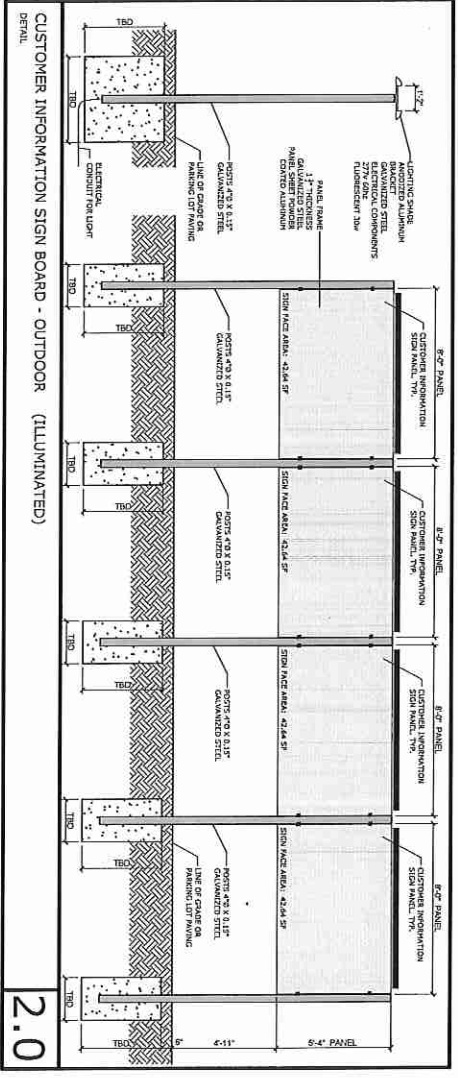
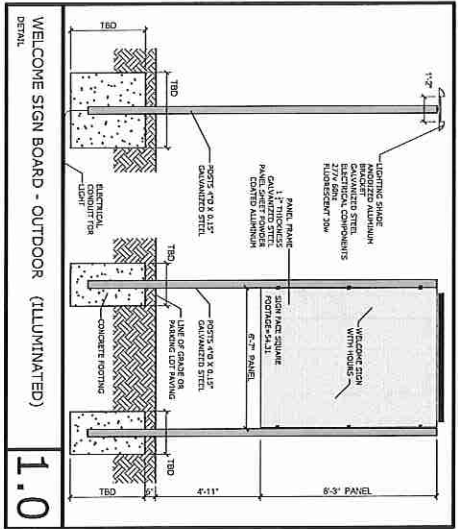
**NORFOLK, VIRGINIA**  
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1-64 & NORTHAMPTON BLVD.

**IKEA SIGNAGE PANELS CONSTRUCTION**

**COMM 200**

NOT ISSUED FOR CONSTRUCTION







**PROJECT TEAM**

**SIGN MANUFACTURER:**  
JD ASSOCIATES, INC.,  
1771 Industrial Road,  
Dobson, AL 36303  
T: (334) 836-1736

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**NORFOLK,  
VIRGINIA**

I-64 & NORTHAMPTON BLVD.

**PROJECT NUMBER**  
20150108.0  
**SHEET TITLE**









**IKEA  
SIGNAGE PANELS  
GRAPHICS**



**SHEET NUMBER**




**COMM 300**

NOT ISSUED FOR CONSTRUCTION



FRONT		BACK	
<div>Welcome</div> <div>Open every day</div> <div>00-00</div> <div></div>		<div>Welcome</div> <div>Open every day</div> <div>00-00</div> <div></div>	
IKEA WELCOME SIGN PANEL		1.0	
COMMUNICATION LAYOUT		01	


FRONT	
<p>The bag tells you a lot!</p>  <p><b>Tip:</b> The bag tells you a lot! It tells you what you need to buy, how much it costs, and how to use it. It also tells you where to find it in the store.</p>	<p>Made a list to find things faster</p>  <p><b>Tip:</b> The bag tells you a lot! It tells you what you need to buy, how much it costs, and how to use it. It also tells you where to find it in the store.</p>
<p>Getting a home couldn't be easier.</p>  <p><b>Tip:</b> The bag tells you a lot! It tells you what you need to buy, how much it costs, and how to use it. It also tells you where to find it in the store.</p>	<p>It's OK, you can bring it back!</p>  <p><b>Tip:</b> The bag tells you a lot! It tells you what you need to buy, how much it costs, and how to use it. It also tells you where to find it in the store.</p>
BACK	
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ESSENTIAL INFORMATION SIGN PANEL	
COMMUNICATION LAYOUT	
2.0	
26	

FRONT		BACK	
<div><div>Home delivery</div><div>Starting at \$99</div><div></div><div>Home delivery is a service that allows you to have your IKEA products delivered to your home or business. It's a convenient way to get your IKEA products without having to go to the store to pick them up.</div><div></div></div>	<div><div>Picking with delivery</div><div>Starting at \$99</div><div></div><div>Picking with delivery is a service that allows you to have your IKEA products delivered to your home or business. It's a convenient way to get your IKEA products without having to go to the store to pick them up.</div><div></div></div>	<div><div>Assembly</div><div>Starting at \$79</div><div></div><div>Assembly is a service that allows you to have your IKEA products assembled by a professional. It's a convenient way to get your IKEA products without having to go to the store to pick them up.</div><div></div></div>	<div><div>Installation</div><div>Starting at \$99/cabinet</div><div></div><div>Installation is a service that allows you to have your IKEA products installed by a professional. It's a convenient way to get your IKEA products without having to go to the store to pick them up.</div><div></div></div>
COMMERCIAL INFORMATION SIGN PANEL		3.0	
		23,24,25	

FRONT AND BACK	
<div>Please return cart here</div> <div></div> <div>On your way to You will find plenty of carts inside the store.</div> <div></div>	
IKEA CART CORRAL SIGN PANEL	
12,13,14,15,16,17,18,19,20,21	4.0

REFER TO SHEET COMM 200  
FOR SIGN SIZE AND CONSTRUCTION

FRONT (BACK BLANK)	
<div><p>Please return cart here</p><p>Do your very best to keep this parking area as clutter-free as possible.</p></div>	
IKEA CART CORRAL SIGN PANEL	
COMMUNICATION LAYOUT	
4.1	
11,22	

PARKING MEMORIZER	
<p>SEE COMM 100 FOR LETTERS TO BE USED IN PARKING AREAS</p> <p>ROTATED 45 DEGREES TO PARKING ISOL TO ALLOW FOR EASY IDENTIFICATION OF EVERY SIDE OF THE PARKING ROW</p> <div></div>	
PARKING MEMORIZER	
27,28,29,30,31,32,33,34,35	
5.0/5.1	





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**NORFOLK,  
VIRGINIA**

**I-64 & NORTHAMPTON BLVD.**

**PROJECT NUMBER**  
20150108.0

**SHEET TITLE**


**IKEA  
SIGNAGE PANELS  
GRAPHICS**

**SHEET NUMBER**

**COMM 301**

NOT ISSUED FOR CONSTRUCTION

FRONT EAST


Trucks only 


BACK WEST  
NO PANEL

DIRECTIONAL SIGN PANEL

6.0  
04.1

FRONT EAST


Additional parking 

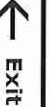
BACK WEST  
Additional parking 

DIRECTIONAL SIGN PANEL

6.0  
05

FRONT EAST


Exit only 

BACK WEST  
Exit only 

DIRECTIONAL SIGN PANEL

6.0  
08

FRONT WEST

Exit 

BACK  
NO PANEL

DIRECTIONAL SIGN PANEL

6.0  
10

FRONT NORTH

IKEA Parking 


BACK SOUTH  
Exit only 

DIRECTIONAL SIGN PANEL

6.1  
07

FRONT EAST

DO NOT ENTER


IKEA Parking 

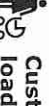
BACK  
NO PANEL


DIRECTIONAL SIGN PANEL


6.1  
03

FRONT EAST

 IKEA Parking

Customer loading 


BACK WEST  
Customer loading 


Exit 


DIRECTIONAL SIGN PANEL


6.1  
06

FRONT NORTH

 IKEA Parking

Customer loading 


BACK SOUTH  
Exit only 


 IKEA Parking

DIRECTIONAL SIGN PANEL

6.1  
07

FRONT EAST

 IKEA Parking

Exit only 

BACK  
NO PANEL

DIRECTIONAL SIGN PANEL

6.1  
09



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**NORFOLK,**  
**VIRGINIA**

**I-64 & NORTHAMPTON BLVD.**

**PROJECT NUMBER**  
20150108.0

**SHEET TITLE**

**IKEA**

**VEHICULAR**

**WAYFINDING SIGNS**

**GRAPHICS**

**SHEET NUMBER**

**COMM 302**

**NOT ISSUED FOR CONSTRUCTION**

FRONT NORTH

← **P** **IKEA** Parking

Truck deliveries →

BACK

BLANK

DIRECTIONAL SIGN PANEL

6.2

2

FRONT EAST

← Parking deck  
9'-3" clear

IKEA Parking  
level 2 **P** ↑

Trucks  
only →

BACK WEST

Parking deck  
9'-3" clear →

Customer  
loading ↑

Exit ↑

DIRECTIONAL SIGN PANEL

6.2

4

FRONT (Arrow side)

**P** →

BACK

NO PANEL

FAMILY PARKING SIGN PANEL

6.3

36,38,41

FRONT (Arrow side)

← **P**

BACK

NO PANEL

FAMILY PARKING SIGN PANEL

6.3

37,39,40

FRONT

Notice to the public:

Except as permitted or authorized by the Department of Transportation, no person shall knowingly or unknowingly obstruct, interfere with, or impede the free and unobstructed flow of traffic on any highway or public place.

BACK

NO PANEL

NOTICE TO THE PUBLIC SIGN

6.4

50

FRONT

Electric  
Vehicle  
Charging  
Station

BACK

NO PANEL

ELECTRIC VEHICLE CHARGING STATION

6.5

42

FRONT AND BACK

Electric  
Vehicle  
Charging  
Station

ELECTRIC VEHICLE CHARGING STATION

6.5

43

FRONT

Loading Zone  
15 minute time limit

BACK

ASSISTED LOADING

DIRECTIONAL SIGN PANEL

7.0

44,45,46



PROJECT TEAM

SIGN MANUFACTURER:  
JD ASSOCIATES, INC.  
1771 Industrial Road,  
Dobson, AL 36203  
T: (334) 898-1736

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ISSUE/REVISION RECORD

DATE DESCRIPTION  
12/19/18 INITIAL RELEASE

PROJECT MANAGER

ROBINSON

QUALITY CONTROL

REWORK

DRAWN BY

ADRON

PROJECT NAME

**IKEDA**  
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I-64 & NORTHAMPTON BLVD.

PROJECT NUMBER  
20150108.0

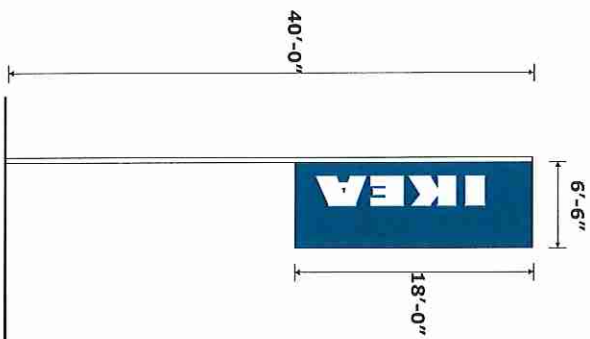
SHEET TITLE

IKEDA  
FLAG CIRCLE

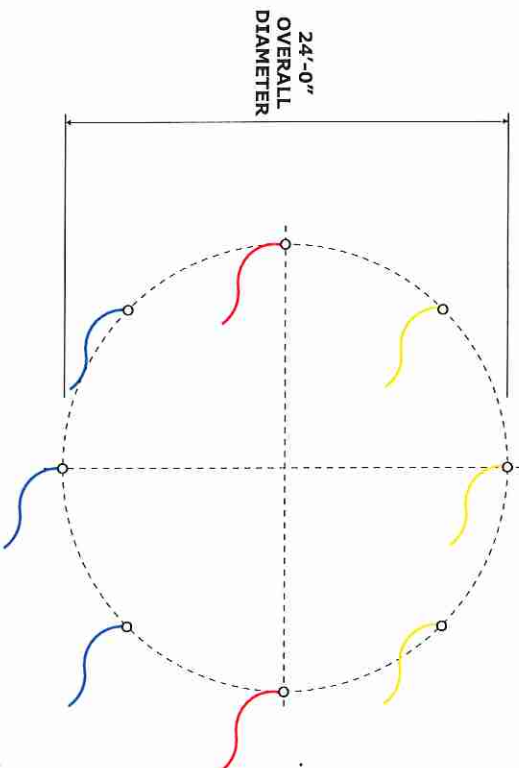
SHEET NUMBER

COMM 400

NOT ISSUED FOR CONSTRUCTION



ARCHITECTURAL FEATURE ELEVATION



PLAN

6'-6" X 18'-0" INDIVIDUAL FLAGS (QTY=8)  
40' OVERALL HEIGHT

117 SQ. FT. EA.

FLAG CIRCLE

SITE FEATURE SIGN

8.0  
47

PROJECT TEAM

SIGN MANUFACTURER:  
ID ASSOCIATES, INC.  
1771 Industrial Road,  
Doherty, AL 35303  
T: (334) 896-1736

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ISSUE/REVISION RECORD

DATE	DESCRIPTION
12/19/16	NOTED RELEASE

PROJECT MANAGER

BLOOMSON  
QUALITY CONTROL

DESIGNED BY  
ADJCK

PROJECT NAME



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NORFOLK,  
VIRGINIA

I-64 & NORTHAMPTON BLVD.

PROJECT NUMBER  
20150108.0

SHEET TITLE

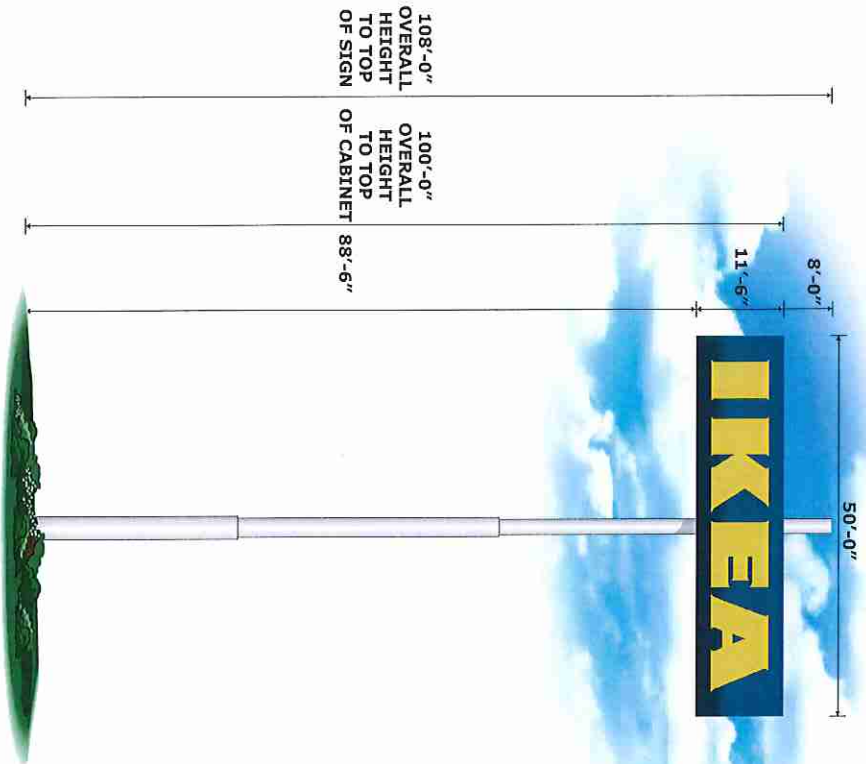
IKEA

NAVIGATION SIGN

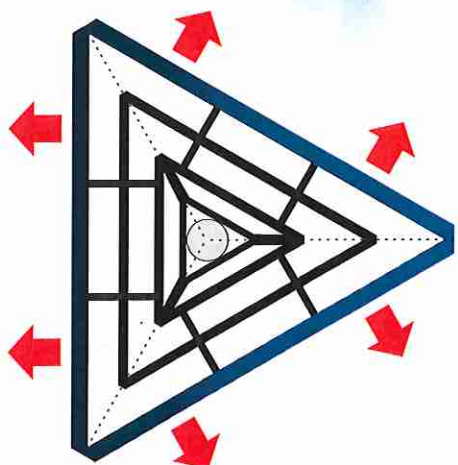
SHEET NUMBER

COMM 500

NOT ISSUED FOR CONSTRUCTION



ELEVATION



TOP VIEW

11'-6" X 50'-0" INTERNALLY ILLUMINATED CABINET (QUANTITY = 3) 876 SQ. FT. EA.  
FACES - 3M FLEXIBLE SUBSTRATE WITH DIGITALLY PRINTED GRAPHICS  
COPY TO MATCH 3M VINYL 3630-125 (GOLDEN YELLOW)  
BACKGROUND TO MATCH 3M VINYL 3630-137 EUROPEAN BLUE  
ILLUMINATION - GE 50K LED  
277 VOLT/ 14.3 AMPS (2) - 14.3 AMP CIRCUITS REQUIRED PER CABINET

NAVIGATION TOWER

SEE PLATING SIGN



3 Executive Drive, Suite 150  
Somerset, New Jersey 08873  
t: 732.537.0811 f: 732.537.0831

PROJECT TEAM

SIGN MANUFACTURER:  
ID ASSOCIATES, INC.,  
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Dothan, AL 36303  
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ISSUE/REVISION RECORD

DATE	DESCRIPTION
12/19/16	INITIAL RELEASE

PROJECT MANAGER

R. JOHNSON

QUALITY CONTROL

AS/CA

DRAWN BY

AB/CA

PROJECT NAME



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NORFOLK,  
VIRGINIA

I-64 & NORTHAMPTON BLVD.

PROJECT NUMBER  
20150108.0

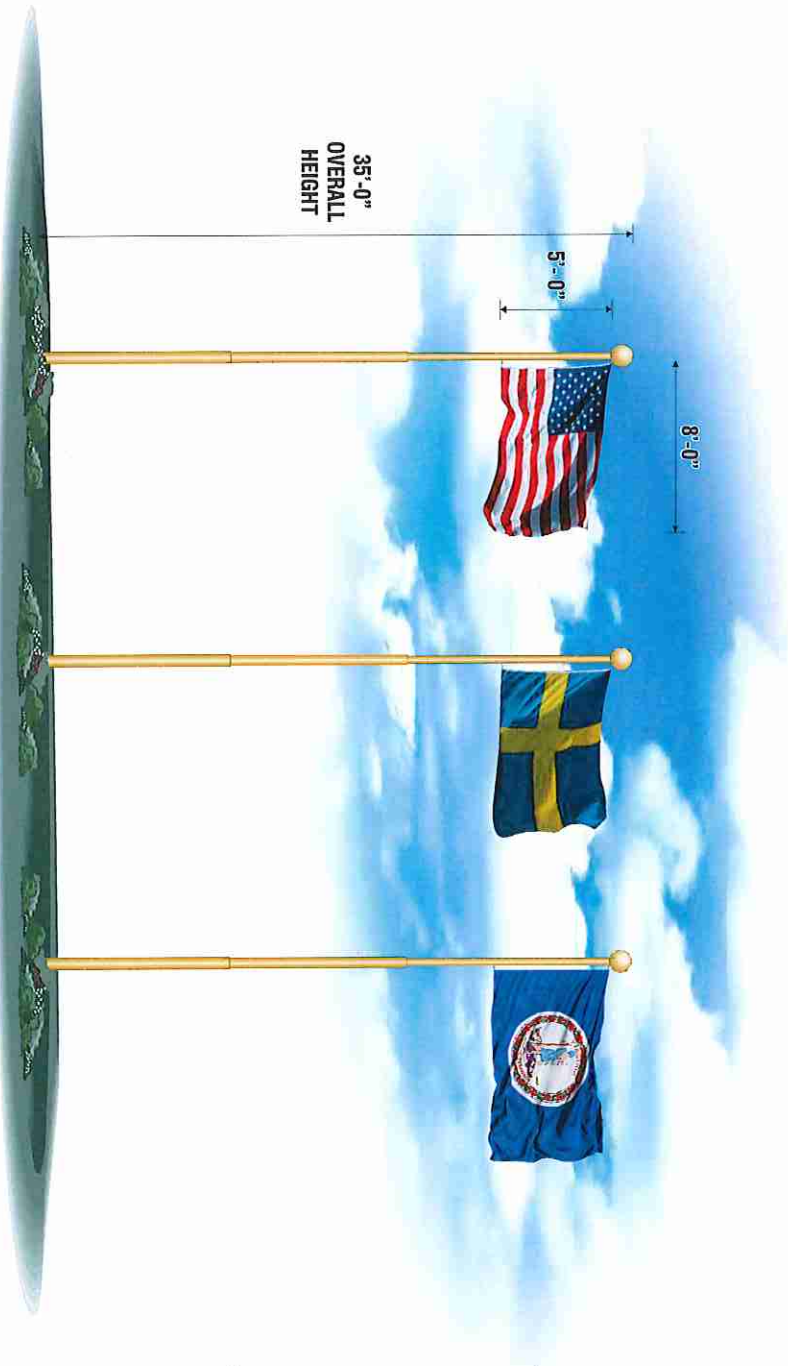
SHEET TITLE

IKEA  
COUNTRY FLAGS

SHEET NUMBER

COMM 600

NOT ISSUED FOR CONSTRUCTION



35'-0"  
OVERALL  
HEIGHT

5'-0"

8'-0"

5'-0" X 8'-0" INDIVIDUAL FLAGS (QTY=3)  
35' OVERALL HEIGHT

40 SQ. FT. EA.

COUNTRY FLAGS

SITE MATING SIGN

8.2

49

# GENERAL NOTES:

1. REFER SEE SHEET COMM 101 FOR SIGN SCHEDULE.
2. REFER SEE SHEET COMM 200 & COMM 201 FOR SIGN SIZE AND CONSTRUCTION.
3. REFER SEE SHEET COMM 300, COMM 301 & COMM 302 FOR SIGN FACE GRAPHICS AND TEXT.
4. REFER SEE SHEET COMM 400, COMM 500 & COMM 600 FOR SITE SIGNAGE.
5. REFER TO ID ASSOCIATES DRAWINGS FOR SIGN FOOTING DETAILS AND SITES.

**IKEA®**

NORTHAMPTON BOULEVARD

INTERSTATE 64

## COMM GRAPHIC KEY

- WELCOME SIGN
- ESSENTIAL SIGNBOARDS
- COMMERCIAL SIGNBOARDS
- CART CORALS (FURNITURE/STATIONERY)
- PARKING SIGNBOARDS
- VEHICULAR WARNING SIGNS
- LIGHT BOX
- SITE FEATURES
- STREET DETAIL SIGN NUMBER
- POWER REQUIRED

## SITE PLAN

SCALE: 1" = 80'-0"

## GreenbergFarrow

3 Executive Drive, Suite 150  
Somerset, New Jersey 08873  
T: 732.537.0811 F: 732.537.0831

### PROJECT TEAM

SIGN MANUFACTURER:  
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Dobson, AL 36503  
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### ISSUE/REVISION RECORD

DATE DESCRIPTION  
12/19/16 INITIAL RELEASE

### PROJECT MANAGER

ROBINSON

### QUALITY CONTROL

RECTOR

BRANN BY

RECTOR

### PROJECT NAME



**NORFOLK,  
VIRGINIA**

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I-64 & NORTHAMPTON BLVD.

PROJECT NUMBER  
20150108.0

SHEET TITLE

**IKEA  
SIGNAGE PLAN**

SHEET NUMBER

**COMM 100**

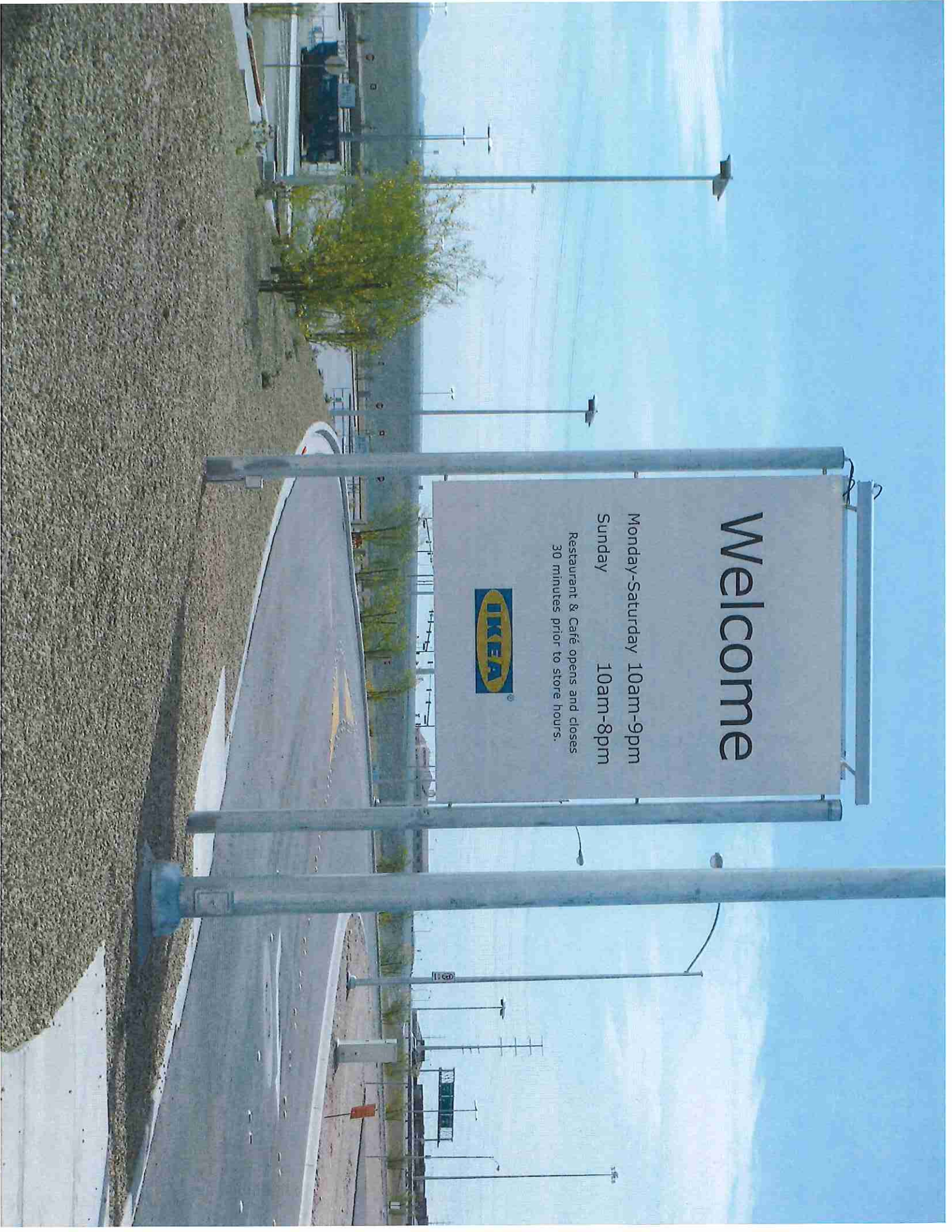
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# Welcome

Monday-Saturday 10am-9pm  
Sunday 10am-8pm

Restaurant & Café opens and closes  
30 minutes prior to store hours.





Look for  
the price tag



Look for

Make a note of where  
to collect your  
items

Look at the price tag and  
note down where to find it. It's  
easy to do.

Look for

Getting your shopping  
home couldn't  
be easier

Find out how easy  
it is to get your shopping  
home. It's easy to do.

Look for



It's okay to change  
your mind

If you're not happy with what you  
bought at K&M, please bring it back.  
You can be happy at the K&M return price.

Look for







### Picking with delivery

We'll collect the products on your shopping list from throughout the store and deliver by an independent company, even fitting to your home or office.

Starting at \$89. Picking service only starting at \$40.



### Installation service

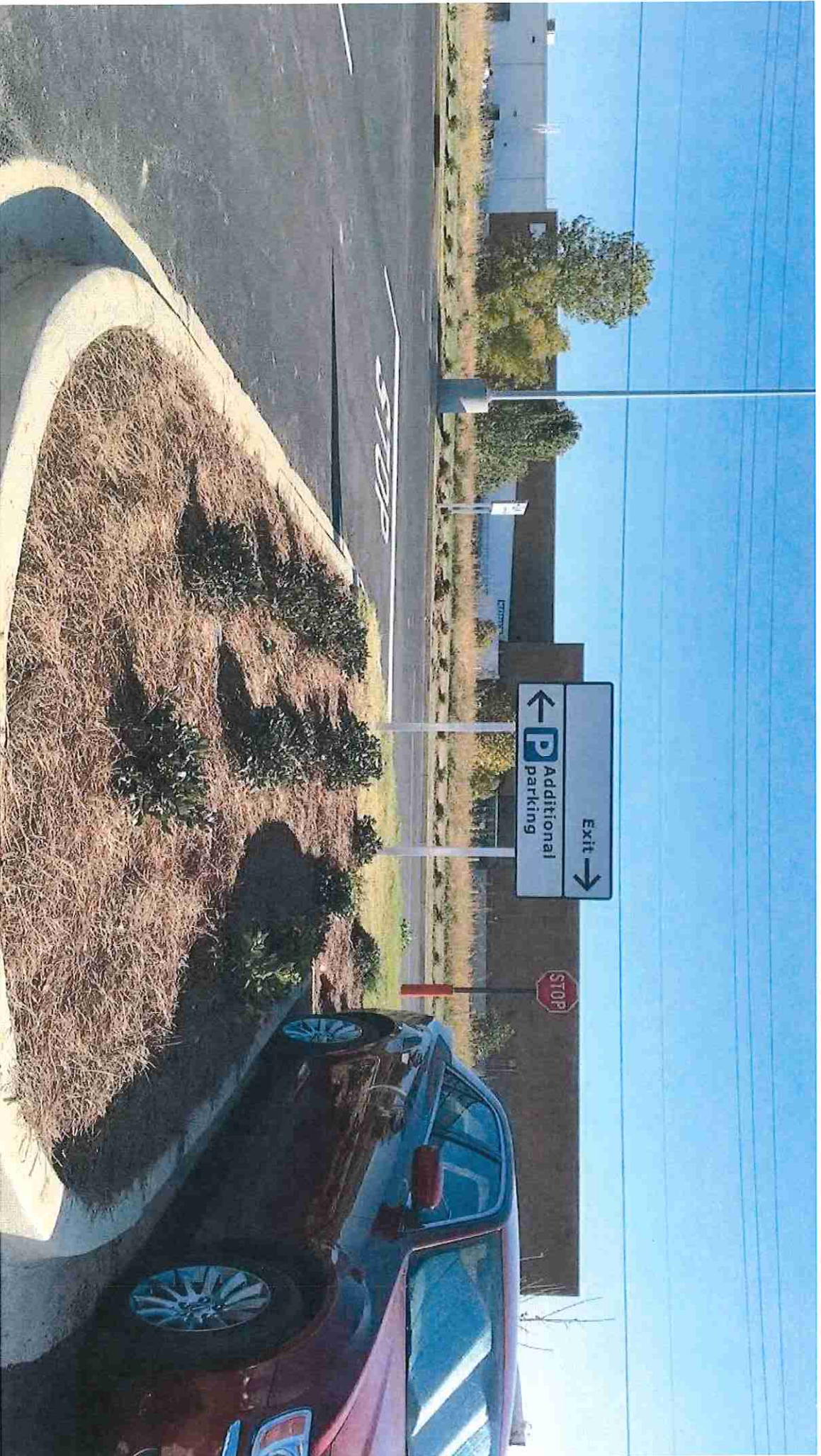
Professional, Ickigon installation has got you reliably sorted, especially when it comes to the hard stuff like fitting units, benches and wardrobes. There's a range of installation options to fit your needs. Installation is provided by an independent company.



REPUBLIC  
35-3151

IKEA  
How fun is this?











↑ Loading zone ↓  
15 minute limit







# GreenbergFarrow

3 Executive Drive, Suite 150  
Somerset, New Jersey 08873  
T: 732 537 0811 F: 732 537 0831

## PROJECT TEAM

**SIGN MANUFACTURER:**  
ID ASSOCIATES, INC.  
1771 Industrial Road,  
Dothan, AL 36303  
T: (334) 836-1736

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## ISSUE/REVISION RECORD

DATE	DESCRIPTION
12/19/16	INITIAL RELEASE
07/26/17	REVISED PER COMMENTS

## PROJECT MANAGER

R. JOHNSON

## QUALITY CONTROL

AB.ACA

## DRAWN BY

AB.ACA

## PROJECT NAME



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**NORFOLK,  
VIRGINIA**

**I-64 & NORTHAMPTON BLVD.**

## PROJECT NUMBER

20150108.0

## SHEET TITLE

**IKEA  
SIGNAGE PLAN**

## SHEET NUMBER

**COMM 100**

NOT ISSUED FOR CONSTRUCTION





Sign	Type	Locations where signs are permitted	Number of signs	Maximum Sign Area Per Face (square feet)	Maximum Height (feet above grade)	Illumination
Welcome sign (Project name and hours of operation)	Pole (2 sided)	At parking lot entrance	1	55	15	Externally illuminated by double fluorescent lighting shades above sign
<b>Tenant</b>						
Project name	Wall	All 4 Front facades	4	1,290	-	Externally illuminated channel letters
Project name and additional text	Wall	Front and Rear facades	2	680	-	Externally illuminated channel letters
Seasonal panel	Wall	All four facades	4	675	-	Not illuminated
Entrance	Wall	Front facade	1	118	-	Internally illuminated channel letters
Exit	Wall	Front facade	1	25	-	Internally illuminated channel letters
<b>Customer Information sign</b>	Pole (2 sided)	Parking lot near main entrance	1 (8 panels)	45	12	Externally illuminated by double fluorescent lighting shades above sign
<b>Promotional information sign</b>	Pole (2 sided)	Parking area	3 (4 panels)	30	12	Externally illuminated by double fluorescent lighting shades above sign
<b>Cart corral signs</b>	Pole	Parking area	10 Double 2 Single	18 9	10 10	Non-illuminated
<b>Parking memorizer</b>	Pole	Terminus of parking rows near building	9	4	8	Non-illuminated
<b>Vehicular wayfinding signs</b>						
Directional/Exit	Pole	Parking area	4	10	7	Non-illuminated
Directional/Exit	Pole	Parking area	4	16	8	Non-illuminated
Directional/Exit	Pole	Parking area	2	28	10	Non-illuminated
Family Parking	Pole	Parking area	6	2	7	Non-illuminated
Notice to Public	Pole	Parking area	1	3	7	Non-illuminated
Electric Vehicle Charging	Pole	Parking area	2	3	7	Non-illuminated
Suspended lightbox	Wall	Front facade	3	4	-	Internally illuminated

Site Features						
Flag Circle	Pole	Entrance to parking area	1 (8 flags)	117	40	Non-illuminated
Navigation Tower	Pole	Northeast side of property, visible from Interstate 64	1	600	108 (sign to be located below 100 feet)	Internally illuminated
Country Flags	Pole	Entrance to building	1 (3 flags)	40	35	Non-illuminated